

Press release



## **OptiMobile joins the RCS initiative**

*(Stockholm, Sweden, October 21 2009)* OptiMobile AB, pioneer within the field of fixed-mobile convergence, announces that it has entered into an agreement with the GSM Association to join the Rich Communication Suite (RCS) Initiative.

The purpose of the RCS Initiative is to define and promote services based on already existing standards used by global operators and telecom manufacturers. By combining messaging, chat, presence, voice and video calls, RCS provides a new ground for operators to offer its subscribers services that are similar to those already available via established Internet services such as MSN, Yahoo, Google and alike.

The key difference between RCS and established Internet services is that RCS services will be closely integrated into the operators' already existing services, thereby creating a superior user experience. RCS implies ease of use and simplicity - there will be no more need to integrate different services and applications onto existing subscriptions. It is also possible to roam between different operator networks without losing a service.

OptiMobile is honoured to be invited as participant in an exclusive alliance of leading global operators, mobile system vendors, mobile telephone vendors and others. "We look forward to contribute to the applications that will define the operator services of the next decade" says Lars Edman, CEO of OptiMobile AB.

For further information please contact:  
Lars Edman, CEO, +46 734 310 191

*About OptiMobile:*

*With office in Stockholm, Sweden, OptiMobile is an international provider of converged voice solutions for operator services and enterprise solutions. OptiMobile is a leader in the fields of mobile voice over IP and voice call continuity with worldwide representation in customer projects and services. OptiMobile's customers are enterprise solution vendors and resellers, mobile telephone system vendors, operators and mobile telephone vendors and manufacturers. For more information about OptiMobile AB, please visit [www.optimobile.se](http://www.optimobile.se)*

*For more information about the RCS Initiative, please follow the link below:*

[http://www.gsmworld.com/our-work/mobile\\_lifestyle/rcs/index.htm](http://www.gsmworld.com/our-work/mobile_lifestyle/rcs/index.htm)